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YOUR OWN BUSINESS
ON CIVVY ST.



The business picture has been changing rapidly since V-J Day. For latest developments, visit the local office of the Wartime Prices and Trade Board.

Your Own Business...On Civvy Street

Are you planning to run your own business on Civvy Street? A good many people in the Services are. No one can deny that being your own boss has a certain appeal, especially after three, four, or five years in uniform.

Since the small business plays an important part in our national picture, Canada's program for the returning veteran holds out special inducements to those who have what it takes to operate a store, a shop, or an industrial firm.

You can use your RE-ESTABLISHMENT CREDIT to assist in

- ★ the purchase of a going concern
- ★ providing working capital for a new business
- ★ purchasing necessary tools, instruments, or equipment, for a business you already own.

You may also receive an AWAITING RETURNS GRANT

- ★ a monthly allowance, payable during the early months after discharge, while you are building up your trade and the returns from your business are not yet sufficient for the support of you and your family.

But

The lot of a small business man is not always happy. Competition is keen, and profit margins are often narrow.



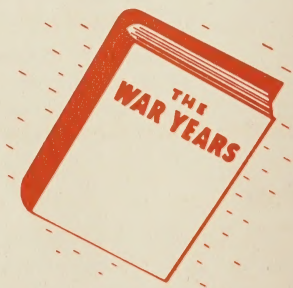
That corner grocery store may look as solid as the rock of Gibraltar, but retail enterprises of one type or another have an unhappy tendency to topple over. In fact, just short of 50% of the commercial failures in Canada occur in the field of retail trade, and a further high proportion of those firms that fall by the wayside are in the service (civilian!) trades. These are good arguments for caution. Before you lay out your savings, make sure that you have the managerial ability, persistence, and good nature that you will need if your business is to be a good bet and not a mere gamble.

Another But

Before 1939, anyone with a bit of capital and a lot of nerve could open a "shoppe," get the stock of goods he needed, and hire a clerk or two on the side. That was in 1939! We don't have to remind *you* that a few things have changed since then. But you may not be quite up to date on what these changes have meant in the world of business. And it is important that you should know what has been going on in the civilian community, if you are to understand how that Civvy Street business of yours can operate.

Some History

For the past six years, Canadian production has been geared to turn out the largest amount of war goods, in the shortest possible time, at the lowest possible cost. Specialized industrial plants have been built from the ground up. The Armed Forces have required and received goods never before produced in Canada. Many unfamiliar types of economic controls have been put into effect by the Government.



Problems

Four key problems have combined to complicate the job on the home front:

- ★ the urgent need for maximum production of all war goods;
- ★ as a result, important scarcities both of certain essential materials and of consumer goods as a whole;
- ★ a shortage of manpower;
- ★ huge government expenditures, resulting in an inflated purchasing power in the face of a smaller total amount of consumer goods.



That Old Inflation Bogey

The Government had to raise and spend huge sums of money. At the same time, it was vital that these funds should not blow prices sky-high, a process that would inevitably result in a painful fall in prices at a later date. Had prices soared, the cost of living to the consumer (who is your family repeated 3,000,000 times) and the cost of war goods to the Government (which is your family paying taxes) would have shot upwards, and war production would have suffered.

What Was Done

To meet this threat of inflation, and to solve the problem of scarcities, certain steps were taken.

1. *Finance*—Taxes were raised to extremely high levels; billion dollar Victory Loan programs were promoted. The effect—purchasing power was taken out of the hands of the general public and put into the hands of the Government, there to be used for war purposes.



2. *Department of Munitions and Supply*—was created to stimulate war production and (through the *Wartime Industries Control Board*) to assign scarce basic materials to their most essential uses.



3. *Wartime Prices and Trade Board*—Its purpose has been to keep prices and living costs from rising, and to ensure a fair distribution of the limited supply of consumer goods and services.



4. *Dominion Department of Labour*—has operated certain controls over the labour market: supplying the needs of the Armed Forces, directing labour to the most urgent jobs, and retraining war workers where the need required. These controls were exercised through Selective Service Civilian Regulations, administered by the National Employment Service. There have also been controls over wage and salary levels, to assist in stabilizing price levels.



What All This Means To Your Business

Starting a Business

Formerly, all you needed was capital and the will-to-do. Not so to-day. Civilian services have been definitely discouraged, and no new enterprise may be opened without a permit from the War-time Prices and Trade Board. Every business must be licensed by the Board, and must operate in accordance with WPTB regulations. On the other hand, the very fact that new enterprises have been discouraged means that there are greater post-war opportunities for you.



War-time Prices and Trade Board (WPTB)

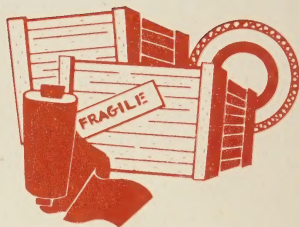
PURPOSE: a price ceiling on living costs;
orderly distribution and sufficient supply of
necessary civilian goods and services.

CONTROLS: permit to open new business;
license for operating businesses;
price control at manufacturing, wholesale
and retail levels;
prescribed price mark-ups;
rationing of scarce consumer commodities;
regulations on types of goods produced;
regulations on quality of merchandise;
restrictions on credit and instalment purchases;
rent control.

Materials and Inventory

You can probably remember the days when the chief concern of wholesalers and retailers was to sell you their particular brand in the largest quantity that you could be convinced to take away. Well, for some years now the problem has been totally different—that of spreading the firm's limited stock as fairly as possible among its present customers. Keeping the long standing trade happy has left little time to consider looking for new headaches.

At the root of the problem is the over-all shortage of goods. *Wartime Industries Control Board* has a number of "Controllers" who administer certain key materials essential to war production. These materials are available first and foremost to war industry, and their civilian uses are strictly limited. In addition, certain scarce consumer goods (including, at various times, tea, coffee, meat, sugar, butter and preserves) have been rationed by WPTB, with considerable inconvenience to the manufacturer and distributor, but to the eternal benefit of the Canadian public.



Prices

The WPTB has plenty to say about these. In October, 1941, price control was brought into effect, in order to keep down the prices of those articles that are part of our daily need—food, clothing, and shelter. There is now strict control of the prices you sell at, the prices you buy at, and the mark-up you are allowed between the two. These measures may have taken some of the "freedom" out of enterprise, but they have saved the Canadian consumer and the Canadian Government millions of dollars. So long—and only so long—as shortages continue, price control is likely to remain with us.



Wartime Industries Control Board (WICB)

PURPOSE—to control the production and distribution of certain basic materials, essential to war production, which are in short supply.

CONTROLLERS—Aircraft; Chemicals; Coal; Construction; Metals; Motor Vehicles; Oil; Priorities; Rubber; Steel; Timber; Transit; Ship Repairs and Salvage; and Power.

IF YOU REQUIRE . . . A New Car or New Truck—These are rationed, and a permit must be obtained from the Motor Vehicle Controller.

New Tires—a permit from the Rubber Controller is necessary.

Construction Work Done—a permit is required from the Construction Controller, even for alterations and repairs, unless the cost is below a certain low minimum. This is in addition to any municipal building permit.

Imported Machinery or Equipment—sometimes this may not be available without a priority. The Priorities Officer can help out in certain cases.

Raw Materials—you may find that a permit is needed in such cases as tin, certain types of steel, various chemicals, etc. In these matters, the appropriate Controller will help you.

Employing Help

For industry and the nation's women alike the shortages of goods, materials, and commodities of every civilian type have been secondary only to a shortage of MEN. The Armed



Dominion Department of Labour and Related Agencies

National Employment Service (under supervision of Unemployment Insurance Commission)

- ★ operates Local Employment Offices in over 200 cities and towns
- ★ administers Reinstatement in Civil Employment Act
- ★ administers manpower controls, under Selective Service Regulations
- ★ staff specially trained to assist veterans in employment needs.

Canadian Vocational Training (operated by Labour Department and Provinces jointly)

- ★ carries on Rehabilitation Training for veterans
- ★ provides vocational training for civilians
- ★ has trained war workers and personnel for Armed Services.

Unemployment Insurance Commission

- ★ operates Unemployment Insurance, including collection of contributions and payment of benefit. (This is tied in with National Employment Service). Employers of insurable workers must register.

The Labour Department also operates a Conciliation Service and carries on several other labour activities.

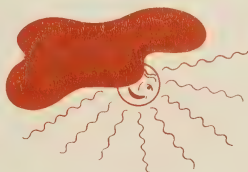
National and Regional War Labour Boards, administering wage control, and the Wartime Labour Relations Board, administering collective bargaining regulations, are further related agencies.



Forces had first claim on the able-bodied; war industry got most of what was left; and the civilian trade carried on as best it could. The Dominion Department of Labour, through its Employment and Selective Service Offices, directed labour to essential jobs first, and required that workers in war work stay put. Business operators had to conform with various labour regulations. Picking up the odd employee to help out around the place became almost impossible.

This, in addition to the usual provincial and municipal regulations of one kind and another, is what the business community has been up against during the war. In each particular field, there has been a slightly different story, but in all the basic fact of shortages predominates. If you are planning on having your own business in the near future, it is important that you familiarize yourself with the agencies listed above, and what they are trying to do. So long as the war against the Japanese lasts, and so long as Europe's starving millions need our help, the conditions that brought the economic controls into being will continue. And the controls themselves will be necessary.

The Bright Side



As a returning serviceman, you may feel a certain strangeness at these new developments. But you will also enjoy certain advantages. Let's take a look at the steps you will go through, after you've been discharged, in establishing that solid business on Civvy Street.

Step No. 1

SEE THE LOCAL COUNSELLOR, DEPARTMENT OF VETERANS AFFAIRS—

He can set you straight on any points concerning your rehabilitation benefits, or direct you to the proper sources for other information you require. Even if you have no questions, you might well pay

him a call. For he is in personal contact with local officials you will have to see, and a telephone call from the Counsellor to the proper authorities may speed up the process considerably.

Step No. 2

VISIT THE LOCAL OFFICE OF THE WAR-TIME PRICES AND TRADE BOARD.

You will want:

- a permit—if you are setting up a new business
- a license—in any case
- information—the latest details on controls, rations, quotas, and the supply situation.

Any of WPTB's 100 or so local offices can look after your needs.

In most cases, a permit will be automatically issued to a former member of the forces who has been honourably discharged. The permit is not itself a guarantee that materials and supplies will be immediately available, but it does allow the holder to shop around.

In a few fields, the supply situation is so tight that an open permit is not freely issued. If you are going to need supplies of sugar for industrial use, for example, you must first obtain assurance from the WPTB Sugar Administrator that an industrial sugar quota will be forthcoming. The textiles field is another where there is a grave shortage of materials. A permit for wholesaling textile fabrics or for manufacturing or wholesaling clothing can only be issued to an individual who was, immediately prior to his enlistment, operating his own firm. As supplies become more abundant, restrictions such as these will be eased.

What, you may ask, can you do while you are waiting for stocks of wool and cloth to accumulate? Well, any managerial experience or technical knowledge you can pick up would be a help. It will pay you for the time being to accept a job with an employer in the trade, keeping your eyes wide open for know-how.

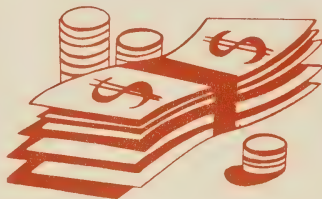
Even where there is no problem of materials or equipment, a few months spent in technical or commercial training may be worth your while. For a suitable course, the Department of

Veterans Affairs will pay all standard fees. In addition, you receive a monthly training grant—up to \$60 if you are single, and, if you are married, up to \$80, with additional allowances for children. A short detour may be your most direct route to permanent re-establishment.

Next . . Your Capital

Now that you are assured of that permit, you can go ahead with your detailed plans. . . . Fortunately, you are certain to have some capital available.

- ★ your personal savings
- ★ your Victory Bonds
- ★ your War Service Gratuity
- ★ your Re-establishment Credit.



Your Re-establishment Credit

equals

Your Basic War Service Gratuity, that is

\$7.50 for every 30-day period of qualifying* service

plus an additional

25c. for each day of Overseas service which falls within such periods.

It is an outright grant, not a loan. Application must be made to the District Supervisor of Re-establishment Credit, at the nearest office of the Department of Veterans Affairs. You may apply at any time within 10 years after discharge.

*Qualifying Service means volunteer service in the Western Hemisphere or service overseas. Periods of leave of absence without pay, absence without leave, penal servitude, imprisonment or detention, and periods when pay is forfeited, are not included.

Using Your Re-establishment Credit —For Buying a Business

If you see a working business that looks like a promising investment, your Re-establishment Credit can be used to help you take it over. Suppose that you can get possession of the business by making a down payment of \$900 in cash or in other assets. Of this amount (the "equity") you must meet \$300 out of your own resources (savings, Victory Bonds, Gratuity); your Re-establishment Credit—if it's big enough—can be used to pay the remaining \$600 (i.e. $\frac{2}{3}$).



But this is a spot that requires some careful stepping. Don't be pushed into making any commitment—a down payment for instance—until you first get the approval of the Department of Veterans Affairs. You must present your proposals to the District Supervisor of Re-establishment Credit at D.V.A.'s nearest office. He will likely request the advice of the Re-establishment Credit Advisory Committee, a group of reputable, experienced citizens, which will investigate the soundness of the business proposition. If everything is in order, and you appear to have the necessary capacity, the District Supervisor will approve your plan.

You then go to the fellow who is selling, and deposit your portion ($\frac{1}{3}$) of the equity. You apply to the District Supervisor for your Credit (this is just a formal step—you know the application will go through); payment of that other two-thirds will be made, and you get a receipt. Then, with the proper effort on your part, yours should be a going concern.



Using Your Re-establishment Credit **—For Working Capital**

Your Credit may be used to meet the full cost of real property; a factory, plant or office building; inventory or stock; an automobile or truck; or any other property required for carrying on your business. Once you have had the "GO" sign from the WPTB on license and supplies, your next step is to contact the District Supervisor of Re-establishment Credit, and tell him your plans.

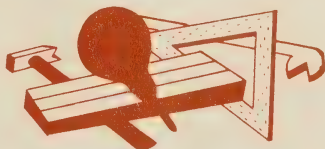


If your proposition is approved, you simply go to the individuals who can supply you with what you want, secure an invoice of the goods, and submit it together with your application to the District Supervisor. You will later get a receipt for the payment made. And from there on, it's up to you. The reason for all this care is not to make it tough for you; far from it—the Credit is yours, if used for your permanent re-establishment in Canada.

Using Your Re-establishment Credit **—For Purchase of Tools,** **Instruments, or Equipment**

In connection with your business, the Re-establishment Credit may also be used for purchasing any tools, instruments, or other equipment you require.

See the District Supervisor of Re-establishment Credit before you spend any money. If he approves, then all you have to do is go to the seller, get an invoice, and submit it with your application to the District Supervisor in the usual way. Later you will get a receipt for the payment made. It is just that easy.



No Prior Commitments

Remember always that you must get the approval of the Credits Division, D.V.A., in each case before you sign on the dotted line or lay out one penny of your own funds. If you put up some cash, and the application for your Credit is later turned down, you may find yourself minus valuable shekels. Seeing the District Supervisor first is also a protection against the few shady characters who try to rush you into a deal you'll later regret. Don't ever get the idea that everybody who offers you a proposition is a racketeer; on the contrary, 99% of the folks will be sincerely concerned to see that you get fair treatment. But a word to the wise should be sufficient. It is simply good business to investigate before laying money on the line. Remember, too, if you use your Re-establishment Credit, you are not eligible for the benefits of the Veterans' Land Act (for example, a small holding) unless you first repay your credit. Also, any training or educational grants or tuition fees paid by the Department of Veterans Affairs under the Post Discharge Re-establishment Order are deducted from your Credit, and you are only eligible for the balance, if any.



Once Your Business Is Operating

In the early post-discharge period, while returns from your business are a bit thin,—and even if you have used your entire Re-establishment Credit — you are eligible for the Awaiting Returns grant:



Awaiting Returns From Enterprise

If you are married.....up to \$70 a month

With additional monthly allowances for children:

One.....\$12	Four.....\$42
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Two..... 24	Five..... 50
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Three..... 34	Six..... 58
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If you are single.....up to \$50 a month

Allowance for a dependent parent..... \$15 a month

This grant is available if returns from your business are not sufficient to support you and your family.

The grant may be paid for a maximum of 52 weeks, but in no case longer than your period of service. This maximum is reduced by the number of weeks (if any) during which you received other benefits of the Post-Discharge Re-establishment Order—Temporary Incapacity, Educational or Vocational Training, or Out-of-Work.

Application must be made, within 12 months of discharge, or within 12 months after the end of hostilities, (whichever is later), to the District Rehabilitation Board, at the nearest office of the Department of Veterans Affairs.

What's Ahead

Undoubtedly for some time to come, we can expect no relief from controls, shortages and headaches. The war in the Pacific puts a cramp on all plans for full-scale reconversion of industry. Rebuilding Europe will require huge amounts of Canada's produce. The Servicemen, and the civilians at home, have both been starved of consumer goods for six years. The inflation-deflation threat is not over yet.



But already individuals and communities, together with municipal, provincial and Dominion authorities, are laying the foundation for the postwar. Practically every province in the country has a department of government specifically charged with preparing plans for the period of Reconstruction.

For the Dominion, the economic problems of the immediate post-war period have been made the responsibility of the Department of Reconstruction. Eleven Regional Councils have been set up to help decentralize the organization. An Industrial Reconversion Branch will assist industry's return to a peacetime footing. Through WPTB, this branch keeps in touch with the needs of smaller enterprises, and arrangements are being made for putting certain war plants, built and owned by the Government, at the service of small business.

While shortages of one kind and another will continue, there will also now tend to be surpluses of certain types of goods no longer required for war use. Not only industrial plants, but varying quantities of everything from Cars 8 cwt. 4x4 to Bedsteads Folding Hospital will be "surplus" to service requirements. To handle this huge problem, the *War Assets Corporation* has been set up, subject to the direction and control of the Minister of Reconstruction. Its head office is in Montreal, and branch offices have been established in 10 other major Canadian centres. Supplies are handled chiefly through normal trade channels, and priorities are recognized only for governmental or other public institutions.

Summing Up

The picture, as you can see, is changing constantly. There can be no final word. Only when you visit the local WPTB office, will you be able to get the latest information.

But now that you know some of the problems and a few of the answers, you can go ahead with realistic plans for Civvy Street.





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Mr Amherst

use. -- the veteran
benefits
the benefit that the vet
appreciates varies directly to
the amount of effort put
forth by and co-operation
of the veteran himself.

Just to form in your
then our minds Mr Speaker
I would ask the gentlemen in
the audience to ask any World War
veteran about the present and
the Gov's present policy. I have
done so without exception
the more expression is expressed
I wish we had been given the same
chance we got back as the boys
are getting.